



## ACI R3 2021 MSCG Marketing Campaigns Report Michigan Department of Natural Resources

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## Campaign overview

Through social and digital media and hands-on experiential learning at an in-person event aimed at a diverse audience, we used strategic methods to encourage new and existing hunters to return to the sport in 2022.

These strategies were used to fill knowledge gaps, promote our auto-renew license option and work with and elevate our partnership with the Hunters of Color organization in Michigan.

## Campaign goals

- Retain 20% of new hunting customers and apprentice hunters. Retain Mentored Youth Hunting Program and hunter education participants from 2021.
- Get 10% of hunting customers to sign up for auto-renewal. Motivate new license buyers with lookalike audiences.

## Metrics

We placed ads on social media channels and hosted an event with Hunters of Color to gather photos and increase visibility of hunting activities in the Detroit area. Due to the nature of that event and a new licensing system that doesn't yet have analytics for tracking purchases, we were unable to obtain return on investment and revenue figures. This issue is being addressed for the next iteration of the platform, but those conversion metrics are unfortunately unavailable for this grant period.

Tactic	Spend	Revenue	ROI
Hunters of Color event	\$901.41	N/A	Educational campaign meant to increase awareness.
Staff salary and fringe benefits	\$16,196.16	*	*
DNR – venison social ads	\$3,500	*	*
DNR – auto-renewal social ads	\$3,000	*	*
DNR – season success social ads	\$10,000	*	*
<b>TOTAL CAMPAIGN</b>	<b>\$33,597.57</b>	*	*

\* Please see "Metrics" section above for explanation.

Campaign	Impressions	Clicks	CPC
DNR – venison social ads	1,091,230	16,375	\$0.21
DNR – auto-renewal social ads	826,316	12,891	\$0.23
DNR – season success social ads	2,915,236	31,962	\$0.31
<b>TOTAL CAMPAIGN</b>	<b>4,832,782</b>	<b>61,228</b>	<b>\$0.27</b>

## Call to action

We encouraged people to check out resources that can help make their hunt successful. We asked them to learn more about hunting in Michigan and provided links and calls to purchase a hunting license and auto-renew their licenses for future years.

## Future efforts

Due to overwhelmingly positive feedback for our Hunters of Color event, we are planning to hold the next one in 2023, bringing in partners to cohost. This will allow the event to have more educational opportunities, vendors and demonstrations to reach even more potential hunters, retain those we already have and get back those who might remember their love for the sport by trying things they haven't done in a while.

## Target audiences

The target audiences for the campaign were lapsed and new hunters throughout the state. We also targeted individuals who have purchased in the last few years but didn't in the previous year. The target audience was adjusted weekly to remove individuals who were already served ads and purchased a license.

We also sought to engage with nontraditional hunting audiences from urban backgrounds by hosting an event with a local group, inviting those individuals to come out and experience what hunting is like in an encouraging way.

## Images and graphic treatment

The image displays three examples of digital advertising content for the Michigan Department of Natural Resources (DNR):

- Left Panel:** A video player interface for a sponsored advertisement. The video title is "Michigan Department of Natural Resources" and the content is "We've added select hunting licenses to our auto-renewal program. Setting up auto-renewal is easy and you'll never miss a day of the season." A green toggle switch is set to "Yes" with the label "Auto Renewal Date: 03/01/2023". Below this, it says "12:00 AM - 03/31/2023 11:59 PM". At the bottom, there is a "Learn more" button and a link to "michigan.gov/dnrllicenses Michigan DNR eLicense Hunting and fishing licens...".
- Middle Panel:** A Facebook post from the Michigan Department of Natural Resources. The text reads: "There's still time to find success this deer season. Everything you need (maps, regs, licenses) to get out and get some ...See more". Below the text is a video thumbnail showing two deer in a field. The video title is "michigan.gov/deerseason Get your venison Guide to Deer Hunting". There is a "Learn more" button. The post shows engagement from "John Ran..." with "258 comments" and "39 shares".
- Right Panel:** An Instagram post from the account "michigandnr". The image shows a large buck with impressive antlers in a field. The caption reads: "Everything you need to prep for deer season, all in one place." There is a "Learn more" button and a link to "michigan.gov/deerseason".

## Assets / paid placements

Paid placements were on Meta's advertising platform, featuring Facebook and Instagram.

Text: Maps, licenses and everything else you need to have a successful deer season (except for the actual deer).

Text: Everything you need to prep for deer season, all in one place.

Text: There's still time to find success this deer season. Everything you need (maps, regs, licenses) to get out and get some venison this season.

Text: We've added select hunting licenses to our auto-renew program. Setting up auto-renewal is easy and you'll never miss a day of the season.

## Hunters of Color event, Belle Isle Park, Detroit

### Goals

- **Recruiting new hunters.** This event was held in an urban area to communicate with an audience we might not typically reach with this messaging.
- **Education.** Providing information for people who have never hunted and allowing them to try clothing, equipment and gear in a safe environment with experienced guides.
- **Giving the final push.** Having equipment – tree stands, archery and duck hunting gear – set up for those ready to take the next step and go hunting.

### Activities

- How to identify safe trees to install a tree stand, and how to climb into a tree stand once it's installed.
- Compound and recurve bow and crossbow training.
- Pellet gun shooting with Pheasants Forever.
- Displays from Michigan Department of Natural Resources Wildlife Division, including current hunting digests and assistance with how to navigate the DNR website to find outdoor recreation and hunting information.
- Lunch for all attendees.

### Outcomes

- 128 attendees, ages 3 to 85.
- 16-20 attendees interested in taking a hunter safety education class together, with plans to move through hunting experiences together.
- All positive comments on the setup and information presented, and many questions about when the next event will be held.
- 22 volunteers.
- Representatives from DNR Law Enforcement, Wildlife, Finance, Parks and Recreation, and Marketing and Outreach divisions participating.
- Images from event captured by DNR photographer for future use.